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## “The whole user experience starts with packaging”

Paula Cardoso is Quadpack’s new Head of Product Innovation, charged with directing the efforts of its Creative Hub to maximise added value. Innovation takes centre stage at Quadpack, with the appointment of Paula Cardoso to head up its Creative Hub. A design engineer with a PhD in product innovation through user experience, she brings her considerable industry knowledge to the team. Innovation is the hallmark of Cardoso’s career trajectory, which includes key positions at Chanel and, most recently, L’Oréal. Here, she explains her role and how she is shaping the innovation process to maximise added value – not just for Quadpack and its clients, but for end users and the environment, as well.

What does your role as Head of Product Innovation entail?

I direct and manage the Creative Hub, which is responsible for product innovation. We have a specific brief to focus on how products will ‘feel’ in the hands of the end user, which is where my background comes into play. There is a process we have established to bring them to life. We receive input from various sources, including market research from the category team, industrial data from our engineers, creative input from our designers and innovation partners and direct feedback from the brands who use our products. Over the course of the year, there are four innovation waves, one per quarter, where we focus our efforts on specific areas.

Where and how do brands get involved in this process?

There are two touchpoints where brands get involved. At the start of the process, our sales teams bring back data gathered from their customers, about their wants, needs, pain points and consumer response. We also host Innovation Days, where we give previews of concepts to get their direct input. This allows us to make any adjustments in line with their needs and wishes.

We always ask brands to consider things like sustainable materials, dispensing methods, filling methods, formula compatibility, ease of decoration and, above all, the user experience – does the packaging enhance the product’s aim? Beyond the need for differentiation, the packaging and formula work in tandem to deliver the desired experience.

What are the elements of a ‘typical’ Quadpack innovation?

Contact Details

**Mariam Khan**

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: [summit\\_media@compuserve.com](mailto:summit_media@compuserve.com)

In short, desirability, ease of use, added value and smart design, all based on a foundation of sustainability – all of our NPD results in solutions that are recyclable, refillable or biodegradable.

- Desirability is all about differentiation and aesthetics. We design our solutions so people will want to keep the pack, even when the product is finished.
- Ease of use covers various aspects. Refillable products are only as successful as the ease with which they are refilled. Skincare routines are becoming simplified, with fewer steps, and packaging is following suit. A pack should make a consumer's life easier.
- All of Quadpack's innovations are characterised by added value, whether through special applicators, dispensing systems, formula protection, modular design or decoration potential. Our value add looks not just at formula interaction, but also consumer engagement, optimised industrialisation and the pack's end of life.
- Smart design looks at modularity and capacity for personalisation. We try to give brands as many options as possible for packaging that's quick to bring to market, while still injecting that bespoke feel of a pack that's totally unique.  
Can you give some examples?

The Creative Hub has launched some creative innovations over the past year. Wanderer, for example, is a dropper tube with a patented flow control disc. ShapeUp is our platform for solutions with personalised dispensing, thanks to our exclusive design plate. We just introduced Dropify Bottle, our new dosage-control dropper. And, of course, we have some amazing new solutions in the pipeline, so watch this space!

Can you tell us more about this year's innovation waves?

We have one wave per quarter. The current wave revolves around trends for 2025-2026, exploring packaging that ties in with trends like 'natural' ageing, vintage aesthetics, sensorial products and new formulas like jelly textures, all with some kind of 'wow' effect to engage end users in the right way.

Looking ahead, our second innovation wave delves into new user experiences. The third looks at pushing sustainability beyond minimising environmental impact, to create positive-impact packaging. And the fourth is all about frugal innovation (much like ShapeUp allows affordable personalisation).

How has innovation evolved in the beauty packaging industry?

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Tel: +34 93 265 4463

E-mail: [summit\\_media@compuserve.com](mailto:summit_media@compuserve.com)



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During my days at Chanel over a decade ago, packaging was all about serving the formula. Its design was purely aimed at functionality and aesthetics. The technology boom has since had a huge influence on our habits and perceptions, changing the way we interact with the products we use. In the beauty sector, we expect so much more from our cosmetics. Now, they need to be respectful, to the environment, to animals and to communities. Using beauty products has transformed into feel-good moments, enhancing our wellbeing. Packaging has a central role to play here, as it affects how we feel about the product. After all, the whole user experience starts with packaging. And that's exactly where we excel!

--- ENDS ---

### ***About Quadpack Industries SA***

*Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit [www.quadpack.com](http://www.quadpack.com).*

Contact Details

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## BEAUTY PACKAGING: KEY FEATURES OF A **QUADPACK INNOVATION**

Quadpack's beauty packaging innovations combine specific qualities to respond to market needs, conceived on a basis of sustainability.



### **DESIRABILITY**

Differentiation and aesthetics: we design our solutions so you want to keep the pack, even after it's finished.

### **ADDED VALUE**

Applicators, dispensing systems, formula protection, optimised industrialisation, consumer engagement and so much more.



### **EASE OF USE**

From fuss-free application to straightforward refilling, our solutions are aimed at making a consumer's life easier.

### **SMART DESIGN**

We look at modularity and personalisation, offering as many options as possible, while still capturing that bespoke feel.



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